

Message Text

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ACTION EA-10

INFO OCT-01 ISO-00 EB-07 USIA-15 HEW-06 /039 W

----- 061276

R 260923Z FEB 75

FM AMEMBASSY BANGKOK

TO USDOC WASHDC

INFO SECSTATE WASHDC 1069

AMEMBASSY SINGAPORE

UNCLAS SECTION 1 OF 2 BANGKOK 3216

E.O. 11652: N/A

TAGS: BEXP, TH

SUBJECT: HEALTH CARE EQUIPMENT EXHIBITION NOVEMBER 1975.

COMMERCE FOR BIC/OIM EASIA DIVISION

SINGAPORE FOR USRTC

(A) BANGKOK 2650 (B) SINGAPORE 0366

1. FOLLOWING INFORMATION DEVELOPED

DURING LEONARD'S VISIT TO BANGKOK FEB 24-26. HE EXPRESSED
SINCERE APPRECIATION FOR OUTSTANDING POST ASSISTANCE.

2. HOST GOVERNMENT STILL UNABLE ESTABLISH DATES FOR
PROPOSED THAI MEDICAL SYMPOSIUM (CORRECT TITLE OF EVENT)
BUT BEST ESTIMATE IS NOVEMBER 3-7. 1975: SITE, PRIESTS'
HOSPITAL BANGKOK. EXPENCTED TO DRAW BETWEEN 125. TO 200
PROVINCIAL HOSPITAL PERSONNEL FROM THROUGHOUT THAILAND
PLUS APPROX. 100 TO 150 PHARMACISTS AND DENTISTS.
HOWEVER, PRESENT INDICATIONS ARE THAT MEDICAL ASSN.
CONFERENCE WILL NOT BE HELD CONCURRENTLY AND SITE MAY
BE OUTSIDE BANGKOK, AS EVENT ROTATES ANNUALLY AMONG
VARIOUS CITIES.

3. EXPLORED POSSIBILITY OF HOLDING U.S. EXHIBITION AT
PRIESTS' HOSPITAL. CONFERENCE SITE, BUT ONLY SPACE
AVAILABLE IS COVERED OUTDOOR TERRACE AREA WITHOUT WALLS
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OR AIR CONDITIONING. MEASURING APPROX. 31. FEET BY 105.

FEET WHICH COULD ACCOMMODATE ONLY ABOUT 14. A-2. BOOTHS DUE TO COLUMNS AND OTHER FACTORS. WOULD REQUIRE INSTALLATION ELECTRIC GENERATOR, NOIS OF WHICH OBJECTIONABLE ON HOSPITAL GROUNDS. PARKING EXTREMELY LIMITED. DO NOT CONSIDER THIS PRACTICABLE SITE IN VIEW OF NATURE OF DISPLAY EQUIPMENT, PLANNED GOAL OF 25. PARTICIPANTS, AND DIFFICULTY OF DRAWING NON-CONFERENCE AUDIENCE TO THIS SITE.

4. AUDITORIUM OF RAMATHIBORDI HOSPITAL. LOCATED NEAR PRIESTS' HOSPITAL, MIGHT BE AVAILABLE, BUT ONLY ABOUT 30 BY 60 FEET IN SIZE, ALLOWING INSTALLATION OF APPROX. 8. OR 9 A-2. BOOTHS. AGAIN. PARKING SEVERLY LIMITED.

5. NO OTHER AVAILABLE EXHIBITION FACILITY IDENTIFIED NEAR SITE OF MEDICAL SYMPOSIUM CONFERENCE.

6. AS ALTERNATIVE, AND IN ORDER TO PERMIT OIM PROCEED WITH ACTIVE PLANNING, WE SUGGEST HOLDING 25-PARTICIPANT SOLO EXHIBITON AT A LEADING HOTEL IN BANGKOK, HOPEFULLY CONCURRENTLY WITH MEDICAL SYMPOSIUM. PRESENTLY TARGETED FOR FIRST WEEK IN NOVEMBER. WHEN HOST GOVERNMENT PERSONNEL CHANGES COMPLETED, POST WILL EXPLORE WITH CONFERENCE OFFICIALS POSSIBILITY OF INVITING CONFERENCE ATTENDEES TO U.S. SOLO ON GIVEN DAY AS FEATURE OF THEIR AGENDA. PROVIDING SHUTTLE BUT SERVICE IF APPROPRIATE. COULD POSSIBLY INCLUDE ATTENDANCE AT PRESENTATION OF A FEW STATE-OF-THE-ART PAPERS BY SELECTED EXHIBITORS. IF SUCH ARRANGMENTS CAN BE WORKED OUT, EXHIBITION COULD SERVE MEDICAL SYMPOSIUM ATTENDEES AS WELL AS MEDICAL PROFESSIONALS AND RELATED INTERESTS FROM BANGKOK AND SURROUNDING AREAS. SUGGEST 5-DAY U.S. EXHIBITON NOVE 3-7. AND ONE OR TWO DAY RELATED SEMINAR AT EXHIBITION SITE DURING AFTERNOON HOURS.

7. ABOVE SOLUTION FELT MOST PRACTICABLE, AS MECIAL SYMPOSIUM SCHEDULE BELIEVED TO PRECLUDE ATTENDANCE BY CONFEREES EXCEPT DURING LUNCH BREAKS. AUTHORITIES AND LOCAL U.S. MEDICAL EQUIPMENT REPS. INTERVIEWED UNCLASSIFIED

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FEEL CONFERNCE ATTENDEES NOT LIKELY TO VISIT U.S. SOLO AT CLOSE OF DAILY MEDICAL SYMPOSIUM AGENDA. WHICH EXPECTED CONCLUDE 4:30 OR 5:00 PM DURING 5-DAY CONFERENCE. KINTNER

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8. INDRA REGENT HOTEL, LOCATED CLOSEST TO SITE OF MEDICAL SYMPOSIUM, OFFERS EMERALD BALLROOM. BECAUSE OF ITS LARGE SIZE, APPROX. 8,500 SQ.FT., WOULD HAVE TO BE PARTITIONED TO UTILIZE PORTION ALSO FOR EXHIBITORS LOUNGE AND TEMPORARY OFFICES. ALTHOUGH BALLROOM HAS NEVER BEEN USED FOR EXHIBITION, WE RECEIVED QUOTE OF BAHT 150,000 FOR 15 DAY PERIOD. AT EXCHANGE RATE BAHT 20 EQUALS US\$1.00, CHARGES WOULD TOTAL US\$7,500.

9. DUE TO PRESTIGE DRAWING POWER, BETTER LOCATION ENVIRONMENT OF HOTEL, AND GOOD EXPERIENCE OF TECHSPO '73, WE FAVOR INSTEAD USE OF KITTI HALL AT DUSIT THANI HOTEL, LOCATED JUST A FEW MINUTES FURTHER AWAY FROM SITE OF MEDICAL SYMPOSIUM. KITTI HALL HAS 7,276 SQ.FT. HEXAGONAL SPACE WHICH COULD ACCOMMODATE 25 A-2 BOOTHS AS AT TECHSPO '73. FINAL RENTAL RATE NOT YET ESTABLISHED, BUT PRATEEP TRILPHAKA, GENERAL SALES MANAGER STATES WOULD APPROXIMATE US\$450 TO \$500 PER DAY. ASSUMING 12 DAYS NEEDED, OCT 30 - NOV 10, AND DAILY RATE OF US\$475, COST WOULD BE US\$5,700 PLUS CHARGE FOR TWO ADJOINING ROOMS FOR USE AS EXHIBITORS' LOUNGE AND TEMPORARY OFFICES AT DAILY COMBINED RATE OF US\$25.00. ASSUMING USE THESE ROOMS FOR 8 DAYS, THIER ADDITIONAL CHARGE US\$200. THUS, TOTAL CHARGES FOR EXHIBITION HALL, LOUNGE AND OFFICES WOULD APPROXIMATE US\$6,000. IF SEMINAR PAPERS PRESENTED, THIS WOULD REQUIRE EXTRA ROOM, THE RATE DEPENDENT UPON SIZE AND TIME NEEDED. WE HAVE TENTATIVELY RESERVED FOR UNCLASSIFIED

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AFTERNOON OF NOV 3 AND 4, 300-SEAT SIRI HALL ADJOINING KITTI HALL FOR SEMINAR AT DAILY RATE OF US\$300. DOCTORS AVAILABILITY MAY LIMIT SEMINAR HOURS ONLY FROM 2 TO 4:30 PM DAILY, IN WHICH CASE DAILY RATE WOULD BE US\$200. IF LOWER ATTENDANCE EXPECTED, COULD SHIFT TO SMALLER ROOM ELSEWHERE IN HOTEL. FOR EXHIBITION HALL OVERNIGHT GUARD SERVICE, WE SHOULD ESTIMATE US\$6 TO \$10 DAILY, ARRANGEMENTS THROUGH HOTEL. SITE RENTAL INCLUDES BASIC CLEANING SERVICES. RE HOSPITALITY FUNCTIONS, HOTEL HAS CURRENT CHARGE OF US\$3 PER FIFTH. COFFEE CHARGE CURRENTLY US50 CENTS PER CUP, SUBJECT TO REFILLS AT NO ADDITIONAL CHARGE. CURRENT ROOM RATES US\$25.00 PLUS 18 PERCENT SERVICE AND TAXES.

10. WE DISCUSSING WITH HOTEL POSSIBLE REDUCTION IN EXHIBITION HALL RENTAL CHARGES CITED PRECEEDING PARAGRAPH, BUT UNTIL RESULTS KNOWN WHEN PLANS FIRM, BELIEVE OIM SHOULD BASE BUDGET ON COSTS CITED.

11. BASED ON SUGGESTION THAT MEDICAL SYMPOSIUM MAY BE HELD FIRST WEEK OF NOVEMBER, WE HAVE ALSO TAJEN OPTION ON DUSIT THANI KITTI HALL AND TWO ADJOINING ROOMS FOR LOUNGE AND OFFICES AS CITED ABOVE FOR PERIOD OCT 30 - NOV 10, 1975.

12. CUT-OFF DATE FOR EXERCISING ABOVE OPTION IS APRIL 15, 1975, WITH 25 PERCENT DOWN-PAYMENT DUE BY APRIL 30. CANNOT BE SURE DATES OF MEDICAL SYMPOSIUM WILL BE CONFIRMED BY APRIL 15, BUT HOTEL PUBLIC ROOMS IN HEAVY DEMAND IN NOVEMBER FOR WEDDING PARTIES, HENCE THE DEADLINE. HOTEL PRESENTLY HOLDING FIRM RESERVATION OF KITTI HALL FOR PERIPD NOV 16-21 FOR ANOTHER CONFERENCE.

13. COMMERCE LIKELY FAMILIAR WITH POST'S COMMERCIAL SECTION STAFFING PROBLEMS CITED REFTEL (A) AND RELATED MESSAGES. POST VERY ANXIOUS TAKE ADVANTAGE THIS VIABLE THEME AT THIS TIME. HOWEVER, UNLESS COMMERCIAL STATEAUGU STAFF AUGMENT AT LEAST BY MID SUMMER, POST CONCERNED ABOUT ABILITY TO SUPPORT EVENT PROPERLY, UNCLASSIFIED

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EVEN WITH USRTC INPUT EQUIVALENT TO THAT PROVIDED PROCESS CONTROLS USA IN MANILA, AND EVEN WITH THREE MONTH TDY ASSIGNMENT OF DEPUTY EXHIBITIONS MANAGER FROM OIM AS REQUESTED REFTEL (B). USRTC STAFF UNABLE

TO EXTEND TIME IN BANGKOK BEYOND THAT IN SUPPORT OF
MANILA EXHIBITION DUE TO CONCURRENT DEMANDS OF
MOUNTING SINGAPORE EXHIBITIONS JULY 22-25 AND
SEPTEMBER 9-12, 1975 AND PREPARATIONS FOR JANUARY 1976
EVENT, PLUS INITIAL WORK ON PROPOSED ENERGY SYSTEMS
OFF-SITE IN JAKARTA SCHEDULED FOR APRIL 1976.

14. POST WILL AWAIT WORD FROM STATE RE RESOLUTION OF
COMMERCIAL SECTION STAFFING PROBLEM AND OIM ADVICE RE
EXERCISING SPACE OPTION AT DUSIT THANI. OIM IS
REMINDED OF ARR (APRIL 15 DEADLINE FOR THEIR DECISION.
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